

**POSITIVELY**

No Mail Orders Filled  
or Samples Sent from  
This Advertisement.

# LYON & POND,

114 North Washington Street.

**THIS SALE**

IS FOR  
**CASH ONLY**

—>>> OUR THIRD <<<—

## GIGANTIC SHORT END SALE OF DRY GOODS

which opened at our store last Wednesday Morning

IS THE MOST SUCCESSFUL SALE IN THE HISTORY OF THE BUSINESS.

Thousands of Owosso's best people judge rightly this "unique" sale. This great event has brought the people of Owosso and vicinity matchless opportunities. We will positively make the smallest prices during this sale that have ever been put on new and desirable merchandise of equal goodness.

### Domestics, Calicos, Shirtings, Outing Flannels,

At Short End  
Prices.

We have thousands of yards of these goods that will be sold at lower prices than they were ever sold at before in Owosso.

2000 yards of heavy Guinea Hen Flannel, all colors, remnants 4 to 14 yd. lengths, always sold at 10c a yard.  
**Short End Sale Price, 5 3/4c yd**

We have several cases of the best quality Fancy Prints, also one case best quality Figured Turkey Red Prints, and about twenty pieces of Merrimack Percales, in light colors only, all new and fresh goods. They come in full pieces and are sold the world over at 6c a yard.  
**SHORT END SALE PRICE, 4c yd**

One case of White SHAKER FLANNEL, remnants of five to ten yard lengths, worth 6c a yard.  
**Short End Sale Price, 3 1/4c yd**

Very choice designs of pink and blue stripe OUTING FLANNEL, extra fleeced and fast colors, sold the world over at 8c to 10c a yard.  
**Short End Sale Price, 6c yd**

800 yards of heavy Twill Cheviot Shirtings, black and blue stripe, sold the world over for 12 1/2c a yard.  
**Short End Sale Price, 9 3/4c yd**

600 yards of Silkoline and Fancy Gilt Drapery, cost in any store 12 1/2 to 15c yd.  
**Short End Sale Price, 9c yd**

10 bales of good clean 16 oz. Cotton Batts, always sold at 10c a pound.  
**Short End Sale Price, 8 1/2c lb**

Our entire stock of extra heavy fleeced Outing Flannel: they come in stripes and figures; just the thing for dressing saques, sold for 15c to 16 1/2c yd. in every store.  
**Short End Sale Price, 9 1/2c yd**

**MARK YOU** Cotton goods have advanced 20 per cent during the last three months. We made our contracts long before the advance. That is the reason why we can sell you cotton goods lower than you ever bought them before; and you will NEVER, NEVER buy Cotton goods again as cheap as you will during this sale.

25 doz. of our  
**Best 50c CORSETS,**  
made by the Jackson Corset Co., of Jackson, Mich., colors, drab, white and ecru, all sizes and plenty of them.  
**SHORT END SALE PRICE,  
35c each.**

850 pair  
**Kid Gloves,**  
all sizes, colors black, tan and brown; the mills would not sell us any other colors at the price. They sell for \$1.00 a pr. in every store.  
**Short End Sale Price,  
64c a pair.**

100 yards of  
**DRAPERY SILK,**  
32 inches wide, former price 50c yd.,  
**Short End Sale Price,  
32c a yard.**

It will pay you to read every item in this advertisement, check off what you want and bring it with you. We do not limit quantities, but will sell you all you want.

### HOUSEKEEPERS!

HERE IS YOUR CHANCE.

Full width Unbleached Table Linen, the 50c kind,  
**Short End Sale Price, 37c yd**

All our finest 72 inch Bleached Table Linen, former prices \$1.39, \$1.49 and \$1.69 a yd.,  
**SHORT END PRICE, \$1.19**

25 doz. Linen Huck Towels, the 13c quality,  
**Short End Sale Price, 9c each**

Our 79c quality Unbleached Table Linen, 72 inches wide,  
**SHORT END SALE PRICE, 63c yd**

Closing out our best quality Turkey Red Damask, sold the world over at 50c yd.,  
**Short End Price, 39c yd**

Fast Color Turkey Red Damask, **Short End Price 22 1/2c yd**

### UMBRELLAS.

Fine Union Silk Twill Umbrellas, made with a Paragon frame and a Steel Rod, a nice assortment of handles, regular \$1.50 quality,  
**SHORT END SALE PRICE, 99c**

### LACE CURTAINS.

Nottingham Lace Curtains, choice patterns,  
**Short End Sale Price, 79c pr**

50 pr. Nottingham Lace Curtains, fine lacey designs, worth \$3.00 a pair,  
**Short End Sale Price, \$1.98 pr**

20 pair of Lace Curtains, worth \$2.00 a pair,  
**SHORT END PRICE, \$1.49 pr**

### SILK WAISTS SPECIAL.

At Short End Prices.

75 Elegant Silk Waists, made of Black Satins, Black Taffetas and Colored Taffetas, in all the new colors, each one elegantly made, former prices \$6.00 to \$8.00,  
**SHORT END SALE PRICE,  
\$4.98 each.**

**DO NOT FORGET**  
Our entire stock of Fine  
**Black Dress Goods**  
goes on sale at  
**SHORT END PRICES.**

Five pieces of BLACK CREPONS, former prices \$2.50 to \$3.00 a yd.,  
**SHORT END PRICE, \$1.75 yd**

Every piece of Fine Novelty Black Dress Goods in stock at  
**25 Per Cent Discount.**

Best quality FELT WINDOW SHADES, on Spring Rollers complete,  
**At 10c each**

### SHORT END SALE of

### Dress Goods.

When an event of such importance as this great **SHORT END SALE** comes, we exert every effort to make it prominent, successful and satisfactory. To do this we must offer telling prices. Several lines of Dress Goods we have marked at such low prices that we expect to close them out the first few days of the sale.

All Wool Novelty Dress Goods, 36 inches wide, 29c to 35c quality,  
**SHORT END PRICE, 19c yd**

15 pieces All Wool Suitings, 54 inches wide, regular 69c quality,  
**SHORT END PRICE, 49c yd**

8 pieces 42-in. fine All Wool Dress Goods in Herringbone weaves and Twill, our regular 75c quality,  
**SHORT END PRICE, 49c yd**

100 yds. 45 in. Navy Blue Crepon, 45 inches wide, sold by us all the season at \$1.00 per yard,  
**SHORT END PRICE, 64c yd**

We have about 15 Dress Patterns of fine All Wool Venetians, 52-in. wide, in a nice assortment of mixtures; they are our regular \$1.25 quality; we want to close them out during this sale; the  
**Short End Price will be 74c yd**

20 Skirt Patterns, in fine All Wool Plaids, some 4 yds. and some 4 1/2 yds. in length, our regular \$5.00 patterns; we will close out during this sale.  
**Short End Price, \$3.69 each**

200 yds. All Wool Beige, 45-in. wide, worth 65c a yard,  
**SHORT END PRICE, 39c yd**

75 yds. Light Colored Cloakings, 52 inches wide, former prices \$1.25 to \$1.50 per yard,  
**SHORT END PRICE, 75c yd**

**Special**  
All Remnants of Black and Colored Dress Goods, during this sale, at  
**HALF PRICE.**

**100 SHORT END DRESS PATTERNS**  
This is your opportunity to buy a Dress or Skirt Pattern at a price you seldom, if ever get. About 100 Dress Patterns, 5 to 7 yd. lengths, reduced in price about One-Third for this sale.

**YARN DEPARTMENT.**  
**SHORT END PRICES.**  
Best Saxony Yarn, per skein ..... 7c  
Best Spanish Yarn, per skein ..... 15c  
Best German Knitting Yarn, per skein 22c

**HOSIERY SPECIALS.**  
The prices made at this sale will be the talk of every family for months to come. Hosiery comes in for its share in the great Price Smashing process.

Ladies' 12 1/2c Fleeced Seamless Hose, Short End Price ..... 7c pr  
19c Fleeced Hose, Short End Price ..... 12 1/2c pr

Men's heavy Wool Socks, the 20c quality at ..... 12c pr  
About 50 doz. Ladies' fine 39c All Wool Hose,  
**SHORT END PRICE, 22c pr**

**BOYS' AND GIRLS' HOSE**  
**NOW IS THE TIME TO BUY.**  
50 doz. Misses' Heavy Fleeced Hose, always sold at 19c a pair,  
**Short End Price, 13c pr**  
Our best quality Boys' Heavy Bicycle Hose, sold the world over at 25c,  
**Short End Price, 19c pr**  
25 doz. Children's Seamless Hose at 7c pr

### SHORT END SALE of

### UNDERWEAR

A mill had a few cases on hand and did not want to keep them till next season. We bought them at about One-Third Off, and will give you the benefit.

Ladies' Jersey Fleeced Vests and Pants, cost 25c each in any store,  
**Short End Price, 15c each**

Men's extra heavy Fleeced Shirts and Drawers, sold the world over for 50c each, the  
**Short End Sale Price 36c each**

Our Children's Grey Underwear; we will sell size 16 for 4c, other sizes in proportion.

We bought one more case of the Ladies' 50c Jersey Vests and Pants, the kind that we had on sale last fall at 35c; we cut the price still lower and will sell them during this  
**Short End Sale at 25c each**

**25 Per Cent Discount** on our entire stock of Children's All Wool Underwear.

Every piece of Underwear in our stock reduced in price. It will pay you to buy your Underwear now for next winter.

### CARPET DEPARTMENT.

We offer our best quality two-ply All Wool INGRAIN CARPET, worth 65c a yd.,  
**SHORT END PRICE, 55c yd**

Tapestry Brussels Carpet, worth 75c a yard,  
**SHORT END Sale Price, 65c yd**

Remnants of our best two-ply Ingrain Carpet, 5 to 15 yd. pes., worth 65c yd.,  
**SHORT END PRICE, 45c yd**

Our 42 1/2c Heavy Union Ingrain Carpet at ..... 33c yd

100 yards Tapestry Brussels Carpets at ..... 45c yd  
\$1.00 Pattern Floor Oilcloth, 69c each.

### SILKS.

We offer about 50 different styles in Fancy Silks, \$1.00 to \$1.25 quality.  
**SHORT END PRICE, 75c yd**

### SUITS and SKIRTS

AT SHORT END PRICES:

17 Ladies' fine Tailor Made Suits, regular \$15.00 quality, reduced for this  
**Short End Sale to ..... \$9.00**

10 Ladies' Dress Skirts, made of Figured Novelty Dress Goods, former price \$4.00,  
**SHORT END PRICE, \$2.25**

We reduce the price of our \$2.75 Figured Black Dress Skirts, for this  
**Short End Sale to ..... \$2.00 each**

### OUR ENTIRE STOCK OF MEN'S FURNISHING GOODS

Reduced in Price for this  
**SHORT END SALE.**

All our Men's \$1.00 Fancy Shirts at ..... 75c  
All our Men's 50c and 75c Fancy Shirts, 39c  
All our Men's 50c Neckwear at ..... 39c  
All our Men's 25c Neckwear at ..... 19c

Our entire stock of  
**BLACK SILK LACES**  
**AT ONE-HALF PRICE.**

Our entire stock of  
**WHITE SILK LACES**  
**AT ONE-HALF PRICE.**

The **SHORT END PRICE** on our entire stock of  
**FLANNEL WAISTS**  
**WILL BE**  
**25 Per Cent Discontt.**

### SHORT END SALE on

### CLOAKS AND CAPES

Read this ad. carefully and then act accordingly. This is the time of the year when shrewd shoppers buy Cloaks at practically their own prices.

Take Your Choice of any Ladies' Jacket in our store, made of either rough or plain cloth, former prices \$12.50, \$13.50 and \$14.75, every one lined throughout,  
**Short End Price, \$6.98 each**

Be the first on hand to take advantage of these prices. They will not last long.

50 Ladies' Plain Jersey Jackets and about 15 Ladies' Rough Jackets, former prices \$7.50 to \$9.75,  
**Short End Price, \$4.98 each**

Take your choice of all our \$5.00, \$6.00 and \$7.00, plain or rough Jackets, every one lined,  
**Short End Price, \$3.98 each**

15 Children's Jackets, made with a cape and trimmed with braid, sizes 4 to 10 only,  
**Short End Sale Price, \$1.29 each**

We offer our entire line of Plush Capes at such Low Prices that we expect to sell every one during the first week of the sale.

The prices on every garment in our store will be scaled in price to make them in accordance with the prices on our **SHORT ENDS.**

### SHORT END PRICES on

### FUR COLLARETTES

We put on sale our entire stock of Fur Collarettes, all new shapes and combinations, at  
**33 1/3 Per Cent Discount.**

### Notions and Small Wares

At Short End Prices.

Nickel Safety Pins, all sizes, always 10c a doz., at ..... 3c doz

100 doz. Dress Stays, always 10c a set, **SHORT END PRICE, 5c set**

Roberts' Gold Eyed Needles, always sold for 5c a paper, some stores get 8c for them, **Short End Price, 2 papers for 5c.**

100 Stamped Doyles at 1c each.

Closing out a big lot of Ribbons, all colors, No. 9 and 12, at ..... 5c yd

Closing out all our wide Fancy Ribbons, former prices 25c, 35c and 40c a yard, at ..... 16c yd

Rope Silk, all colors, at 2c skein.  
Rope Linen, all colors, at 2c skein.  
Closing out our stock of Zephyrs at 2c sk'n.

5000 yards Unbleached SHEETING, 36 inches wide, at ..... 3 1/2c yd.

to Bissells Carpet Sweepers, the regular \$3 quality, **Short End Price \$1.98**

Our entire line of Men's Black Stripe WORKING SHIRTS, **39c**  
Sold in every store at 50c Short End Price

Our entire stock of Bed Blankets go on sale at **SHORT END PRICES.** We have all colors, White, Grey and Tan.

**EIDERDOWN DRESSING SACQUES**  
**AT SHORT END PRICES.**  
79c Dressing Sacques at 59c  
\$1.00 Dressing Sacques at 69c  
\$1.25 and \$1.35 Sacques at 95c

Do not forget the Cloak Sale, as the prices on Cloaks will be lower than they were ever before offered at in Owosso at this season of the year. This list does not begin to represent the many bargains that will be included in this **SHORT END SALE.**

# LYON & POND,

THE STORE OF THE PEOPLE.

114 N. Washington St., Owosso, Mich.